



## Patrice PICCARDI

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### ASSOCIATE PROFESSOR

**DEPARTMENT: MARKETING MANAGEMENT**

**HEAD OF MARKETING MANAGEMENT DEPARTMENT**

**DISCIPLINARY TEAM: MARKETING**

## EDUCATION AND DEGREES

- 1990 Licence en Sciences économiques
- 1992 Master en Economie Appliquée
- 1993 Master Recherche en Economie Industrielle

## WORK EXPERIENCE

### PROFESSIONAL EXPERIENCE

- 1998 - 2004 Co-founder and business developer (OXALP Information Technology)
- 1994 - 1995 Business Manager of the South-West area (France Dunlop Tire)
- 2004 - ... Professor of Marketing (Burgundy School of Business)
- 1996 - 2004 Associate Professor Consultant (Grenoble Graduate School of Business)

### CONSULTING ACTIVITIES

- 1998 - 2004 E-Marketing CRM Business Development (Grenoble Graduate School of Business)

### EXECUTIVE EDUCATION TEACHING

- 2012 - ... Marketing (Burgundy School of Business)
- 1998 - 2004 E-Marketing, Marketing (Grenoble Graduate School of Business)

### INVOLVEMENT IN PROFESSIONAL ASSOCIATIONS

- 2013 - ... Burgundy Communicators Association (Association des communicants de bourgognedijon, France)

### OTHERS ACTIVITIES

- 2001 - 2008 Supplemental Faculty (Business Administration University of Delaware)
- 2004 - ... Head of the Marketing Department (Burgundy School of Business, Dijon, France)
- 2014 - ... MSc Global Marketing & Negotiation Coordinator (Groupe ESC Dijon Bourgogne, France)
- 2013 - ... Excellence in Pedagogy coordinator (Groupe ESC Dijon Bourgogne)

## TEACHING

### DISCIPLINARY TEAM

- Marketing

### TEACHING LANGUAGES

- English

## SCIENTIFIC ACTIVITIES

## INTELLECTUAL CONTRIBUTIONS

### Articles in peer refereed journals

Bardey, A., Turner, R., Piccardi, P., Bargaining fashion: Investigating the consequences of purchasing luxury fashion counterfeit. *Strategic Change*, 2022, 31,(5): 505-514. **CNRS 4, FNEGE 4, HCERES C**

Allaert, F-A., Piccardi, P., Opinion des pharmaciens sur les attitudes des patients face aux médicaments déremboursés prescrits par les médecins, 2012, 30,(2): 71-78.

### Papers in Academic Conferences

Allaert, F-A., Piccardi, P., Is wine's health benefits a marketing value?. *International Conference on Innovation & Trends in Wine Management ITWM*, June 22nd 2012, Dijon, France.

Piccardi, P., Allaert, F-A., Factors influencing French patients willingness to pay newly dereimbursed drugs: a consumer socialization perspective. *1st Joint Research Conference*, May 26th 2010, Oxford, United Kingdom.

Allaert, F-A., Piccardi, P., Lecomte, Y., Quels indicateurs pour l'évaluation de la performance à l'hôpital ?. *Chaire de recherche du Canada sur la Performance des Entreprises et Université de Greenwich*, February 1st-2nd 2007, Brest, France.

### Working papers

Allaert, F-A., Vandermander, J., Herpin, F., Bertin, C., Ventura, G., Piccardi, P., Des allégations de santé graduées selon la force de la preuve permettraient une meilleure information du public. *Cahiers du CEREN*, 2018, 51: 60-70.

Allaert, F-A., Lecomte, Y., Piccardi, P., Le bénéfice/risque du traitement des artérites oblitérantes des membres inférieurs : vers une approche en termes de retour sur investissement ?. *Cahiers du CEREN*, 2010, 30: 13-19.

Piccardi, P., Allaert, F-A., Opinions des pharmaciens sur les attitudes des patients face aux médicaments déremboursés prescrits par les médecins. *Cahiers du CEREN*, 2010, 32: 2-8.

Piccardi, P., Lecomte, Y., Allaert, F-A., Perspectives socioéconomiques de la maladie veineuse : analyse de l'impact du déremboursement des veinotoniques. *Cahiers du CEREN*, 2010, 30: 20-25.

### **Press tribunes**

Bardey, A., Piccardi, P., Luxe : l'achat de contrefaçon n'est pas qu'une question de prix. *The Conversation*, September 1st 2022, [theconversation.com](https://theconversation.com)